

Energizing Summit Class Outline

THE ART OF MAKING MONEY

Leo Lapierre



1. How to increase sales:

- a) Get clients back sooner.
- b) Retention, retention, retention.
- c) If you do things the same you get the same results.
- d) Thinking outside the box.

2. Looking at “THINGS” differently:

- a) How many perms and colors are enough?
- b) Growing the men’s market.
- c) New clients and marketing.

3. Overcome your mistakes:

- a) The two with color.
- b) Start with this Summit.
- c) Only one is with cutting.
- d) If it were easy, everyone could do it.

4. Raising prices is a science:

- a) When how and why to raise prices.
- b) Watch the economy.
- c) This sign will eliminate complaining.

5. A new start:

- a) Dress differently.
- b) Change your hair.
- c) Work different hours.
- d) To make omelets, you have to break the eggs..

Leo Lapierre has 25 years of experience as a coach, consultant and a business educator, working strictly with the beauty salon industry. He has taught in thousands of salons all over the country. He knows how to take the uncertainty out of running a salon as a business. He can teach you in just one class how to quickly and easily increase stylist sales. Salon owners and stylists will find his techniques easy to use and produce predictable, consistent and guaranteed results. The Energizing Summit is fortunate to have him as an educator. He is an absolute genius at how a salon should be run. 90 minutes never went by so fast. Don't miss this class.